REMARKS

Claims 1-3, 5-9, 11-15 and 17-25 have been examined and have been rejected under 35 U.S.C. § 103(a).

I. Rejections under 35 U.S.C. § 103(a) in view of Martin, Jr. et al. (U.S. 6,363,419)("Martin") and Glorikian (U.S. 6,772,213)("Glorikian")

Claims 1-3, 5, 7-9, 11, 13-15, 17 and 19-25 have been rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over Martin in view of Glorikian.

A. Claims 1, 2, 7, 8, 13, 14, 20, 21, 23 and 24

Since claims 1, 2, 7, 8, 13, 14, 20, 21, 23 and 24 have been canceled, without prejudice or disclaimer, Applicant submits that the rejection of such claims is now moot.

B. Claim 3

Applicant submits that claim 3 is patentable over the cited references. For example, in claim 3, both the first and second information on the shopping mall is registered in advance using a terminal located in a store in the shopping mall. Thus, the claimed system can provide, to the customer, timely new information obtained from the store, such as information on a bargain sale that is provided for a limited time only. Further, information such as hourly decrease of stock volumes or prices of a product can be provided to customers perceived to be visiting the shopping mall as well as customers not perceived to be visiting the shopping mall (see, for example, non-limiting embodiment on page 12 and Figure 1 of present Application).

On the other hand, for the reasons set forth in the September 2, 2005 Amendment, the Martin reference does not disclose that the alleged first and second information relate to the same

area (i.e., shopping mall), where claim 3 recites that both the first and second information are information on "the" shopping mall (i.e., the same shopping mall). For example, in Martin, any information distributed to the user when the user is not perceived to be in the *first* cell (i.e., alleged specific area), will not relate to the information distributed to the user when the user is perceived to be in the *first* cell.

Further, the newly cited reference, Glorikian, discloses the storage of information regarding exhibits in a museum in a museum-wide database. There is no disclosure about the storage of information about stores in a shopping mall. Nevertheless, even if the Applicant assumes *arguendo* that an exhibit correlates to a "store" and the actual museum correlates to a "shopping mall," the reference still fails to cure the deficient teachings of the Martin reference. For example, in column 8, lines 13-18, Glorikian discloses that information about all of the exhibits at the museum may be indexed in a database according to location in the museum. The information may be accessed selectively if a user touring the museum has a portable device that is requesting such information from the database while simultaneously reporting the portable device's relative position in the museum (i.e., the request is done at the time the information is needed). Contrary to the recitations of claim 3, however, there is no *advance registration*, by an independent terminal located in or at an exhibit (i.e., store), of first and second information on the museum (i.e., shopping mall). In other words, there is no disclosure that the exhibit itself advance registers first and second information on the museum at a terminal located in each respective exhibit.

Based on the foregoing, Applicant submits that Glorikian fails to cure the deficient teachings of Martin, and thus respectfully requests the Examiner to reconsider and withdraw the rejection of claim 3.

C. Claims 9, 15, 22 and 25

Since claims 9, 15, 22 and 25 contain features that are analogous to the features discussed above for claim 3, Applicant submits that claims 9, 15, 22 and 25 are patentable for at least analogous reasons as claim 3.

D. Claims 5, 11, 17 and 19

Since claims 5, 11, 17 and 19 are dependent upon one of claims 3, 9 and 15, Applicant submits that such claims are patentable at least by virtue of their dependency.

II. Rejections under 35 U.S.C. § 103(a) in view of Martin, Glorikian and Baranowski (U.S. 6,813,608)("Baronowski")

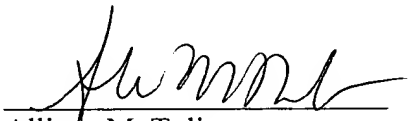
Claims 6, 12 and 18 have been rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over Martin, Glorikian and Baranowski. However, since claims 6, 12 and 18 are dependent upon one of claims 3, 9 and 15, and Baranowski fails to cure the deficient teachings of Martin and Glorikian, in regard to claims 3, 9 and 15, Applicant submits that claims 6, 12 and 18 are patentable at least by virtue of their dependency.

III. Conclusion

In view of the above, reconsideration and allowance of this application are now believed to be in order, and such actions are hereby solicited. If any points remain in issue which the Examiner feels may be best resolved through a personal or telephone interview, the Examiner is kindly requested to contact the undersigned at the telephone number listed below.

The USPTO is directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.

Respectfully submitted,



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